The Cleveland Museum of Art

Press Release

July 19, 1995 Contact: Greg Donley, ext. 263

POP GO THE SCHOLARS: VISITING LECTURERS DISCUSS ELVIS PRESLEY AND MARILYN MONROE AT THE CLEVELAND MUSEUM OF ART

The Cleveland Museum of Art's public programming for the exhibition *Elvis + Marilyn: 2 x Immortal* isn't all fun and games (well, not quite)—four special events in August and September bring noted scholars of contemporary culture, modern art, and popular music to Cleveland for rigorous examinations of the influence of these two icons of 20th-century America.

First comes Gary Vikan, director of the Walters Art Gallery in Baltimore, who on August 9 examines Elvis fans' near-religious pilgrimages to the Memphis home of their idol in a talk titled *Graceland as Locus Sanctus.* (August 9 is the beginning of "Tribute Week," during which fans flock to Graceland by the thousands.) A week later, on the actual August 16 anniversary of Presley's 1977 death, New York author and critic Vicki Goldberg expands upon the theme of the spiritual power of popular icons in her lecture, *Elvis and Marilyn: A Pair of Saints Who Won't Stay Dead.* On September 20, artist Audrey Flack, whose work is in the exhibition, focuses on the mythic power of goddess figures. Her talk, *Recreating Goddesses and Icons, From Marilyn to Medusa,* is sponsored by the Cleveland Society for Contemporary Art, a museum support group. All three lectures are free and open to the public.

A fourth and most unusual event takes place on Sunday afternoon, September 17, when Elvis biographer Peter Guralnick, other music historians, and representatives from the Rock and Roll Hall of Fame and Museum convene a public forum on the influence of Presley's music, *All Shook Up: The Rock and Roll Legacy of Elvis Presley.* General admission is $8.

Guest Lectures **Wednesdays, 6:00 pm**
Aug 9 *Graceland As Locus Sanctus*. Gary Vikan, Director, The Walters Art Gallery, Baltimore, MD.
Aug 16 *Elvis and Marilyn: A Pair of Saints Who Won't Stay Dead*, Vicki Goldberg, author and critic, New York, NY.
Sept 20 *Recreating Goddesses and Icons, From Marilyn to Medusa*. Audrey Flack, artist, New York, NY. Sponsored by the Cleveland Society for Contemporary Art.

Forum **Sunday, Sept 17, 2:00-4:00 pm** *All Shook Up: The Rock and Roll Legacy of Elvis Presley.* Peter Guralnick, author of *Last Train to Memphis: The Rise of Elvis Presley* (1994), and music historians Robert Gordon and Charles Wolfe discuss Elvis and the culture of popular music, joined by Rock and Roll Hall of Fame and Museum chief curator Jim Henke and education director Robert Santelli. Co-presented by the RRHoFM. Tickets $8/$5 CMA and RRHoFM members, at the door beginning at 1:00 pm.

11150 EAST BOULEVARD, CLEVELAND, OHIO 44106-1797
TEL 216-421-7340 TDD 216-421-0018 FAX 216-421-0411